



# ORDER

Flight Dates **09/25/12-09/30/12**

Contract / Revision **312218 /** **Vernon Parker for Congress**

Original Date / Revision 09/24/12 09/24/12 Agency Com 15%

Billing Contact  
**5 Mapleton Road  
Suite 300  
Princeton, NJ 08540**

Advertiser **Parker / Republican / Congr**

Agency **Jamestown Associates**

Buying Contact

**5 Mapleton Road  
Suite 300  
Princeton, NJ 08540**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 15% Market Value 39333

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	7866
KPNX	20%	7866
KPPX	%	0
KSAZ	20%	7866
KTVK	25%	9833
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	16	\$5,015.00	\$5,900.00	0.00	08/27/12	09/30/12	16	\$5,015.00	\$5,900.00
Totals	16	\$5,015.00	\$5,900.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KNXV	09/25/12	09/28/12	M-F 7-9am M-F 7-9am	CM	7am-9am	- TWTF - -	:30	7	\$150.00	P-6	0.00	NM	7	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- TWTF - -			7		\$150.00		0.00				
N 2	KNXV	09/25/12	09/28/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	- TWTF - -	:30	4	\$300.00	P-6	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- TWTF - -			4		\$300.00		0.00				
N 3	KNXV	09/25/12	09/28/12		CM	10pm-1035pm	- TWTF - -	:30	4	\$850.00	P-3	0.00	NM	4	\$3,400.00



KNXV

Print Date: 09/24/12

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**KNXV-TV  
PHOENIX**

Contract / Revision    **312218**    Flight Dates **09/25/12-09/30/12**

Hiatus Dates

Original Date / Revision    09/24/12/    09/24/12

Order Sep    00:20:00

Advertiser    **Parker / Republican / Cong**    Product **Vernon Parker for Congress**    Estimate #

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 10-1035pm												
				10pm News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- TWTF - -			4			\$850.00		0.00				
N 4	KNXV	09/30/12	09/30/12	Su 5pm News	CM	5pm-530pm	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00	
				SU 5pm-530pm News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S			1			\$250.00		0.00				
														Totals	16	\$5,900.00